

Green Mountain JOB & RETENTION Program



The University of Vermont



Promoting Job Attraction and Retention



Marketing Strategy

Phase 1: Institutions

- Logo/QR Code
- Marketing Toolkit

Phase 2: Partners

- Web content
- Press release
- FAQ
- Testimonials
- One-pager



Data Collection

Applicant

Country of legal residence

VT college/university

Majors/field of study

Gender

Ethnicity

Loan server information

Employer

Name of employer

Physical address

Employer classification (for profit, gov, non-profit)



Thank you! Questions?



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